

CONTEST RULES

Mayor Gary McCarthy and the City of Schenectady, along with the Downtown Schenectady Improvement Corporation (DSIC), invite the downtown district business and building owners to partner with our local not-for-profit community in our 2022 lighting experience. **ILLUMINOCITY 2022** will inspire more people than ever to eat, shop, and play downtown, show our pride for our city, and support the county's brightest lights, our not-for-profit organizations.

ILLUMINOCITY 2022 will have its big reveal the night of the Holiday Parade on November 19th and wrap up in January 2023. Host businesses and not-for-profits will be responsible for securing each other as partners. The not-for-profit must be a 501(c)(3) with offices in Schenectady County and the host business partner must operate and decorate within the DSIC District. The DSIC district is comprised of the darker blue shaded area on the attached map. **This experience involves a friendly but competitive holiday decorating contest. Cash prizes will be awarded to winning not-for-profits in January at an awards event. Host businesses and their not-for-profit partners must be present to win and claim their prize.**

How It Works:

- A Schenectady County not-for-profit can host themselves (if they are in the district) or connect with a host business/property partner in the DSIC district.
- Email the Participation Application Form with the subject line "**ILLUMINOCITY 2022**" to Illuminocity@downtownschenectady.org, no later than November 1, 2022.
- Host Business/property partners are asked to decorate and light up their building in one of four categories. The property must be fully decorated by November 19, 2022. **NOTE: To promote sustainability, LED lighting is highly encouraged.**
- A public People's Choice Award will be open for public voting hosted by the Daily Gazette website beginning November 19.
- Additionally, a panel of judges will select 1st, 2nd, and 3rd prize winners in four judged categories.

Contest Parameters:

- Keep it family-friendly!
- When using lights, please only use traditional non-blinking lights; no strobe-lighting displays as strobes may trigger epilepsy. **LED lighting is preferred.**
- Refrain from including business-related advertisements and/or potentially competing special event advertisements as part of your display.

- Decorated storefronts should be viewable from the sidewalk but must not obstruct the sidewalk and/or pedestrian right of way – to include ADA-compliant access to storefronts.

Prizes:

Public Vote:

This is the top award voted on by the public via the Daily Gazette website.

People's Choice – *This will take place beginning November 19, 2022 and continue into January 2023.*

Judged Categories:

- *A panel of judges will choose 1st, 2nd, and 3rd place winners in the following categories:*
- **“Most Creative”** – *While creativity is always subjective and open to interpretation, we are looking for storefronts that will knock our judges' socks off with holiday spirit that we've never seen before!*
- **“Schenectady Pride”** – *Our community has historic ties to illumination. History aside, we always look to the future. Storefronts will show everyone what makes Schenectady so unique and a truly magical place to live.*
- **“Most Traditional ”** – *We're looking for that classic holiday feeling that invokes that warm nostalgia!*
- **“Parade Theme”** – *Decorate your display in this year's Schenectady Holiday Parade theme, which is “Dream Big!”*

For questions, please contact illuminocity@downtownschenectady.org

*Thank you for your interest in participating in
ILLUMINOCITY 2022!*

